

EMBA-2426-108-Marketing

Name of lecturer(s) & Email Virginie Bruneau virginie.bruneau@ulb.be	Level/Semester, Status, Timing Level 1 Compulsory Between 13-03-25 and 15-03-25	ECTS*, CH & SDL** 3 20 70
Description of the course Marketing is a key function in all businesses and organizations and is becoming increasingly crucial to succeed in our modern global economy. This course provides the tools to develop marketing strategies that will create value for the organization, its stakeholders, and society at large. Students will learn how to identify and measure consumers' needs and wants, assess the competitive environment, select the most appropriate customer targets, and develop a marketing strategy that generates value. Students will have to create and implement an effective marketing strategy. Because marketing has a big impact on society, considerable attention will be paid to the ethical, environmental, and social effects of marketing activities.		
Course units <ul style="list-style-type: none">• Understanding Marketing• Understanding the environment and consumers (partners)• Strategic Marketing - Identifying and evaluating market segments and targets• Formulating a marketing strategy• Customer Relationship Management• Corporate Social Responsibility• Operational Marketing - Sell Solutions instead of Products• Focus on Access instead of Place• Sell Value instead of Price• Focus on Education/Emotions/Engagement/Experience instead of Promotion		
Course Learning Outcomes (CLOs) <ol style="list-style-type: none">1. Understanding the role of the marketing function in a company2. Understanding the main strategic marketing concepts such as segmentation or targeting3. Applying marketing concepts to solve issues related to marketing in different sectors, at local and international levels4. Evaluating and developing marketing strategies; 5. Creating an appropriate operational marketing mix in response to a marketing strategy.		
Prerequisite (if any) Participants must have basic statistical knowledge.		
Contribution to Programme Learning Objectives (PLOs)*** <ul style="list-style-type: none">• Learning Objective 1.1: Reinforcement• Learning Objective 1.2: Mastery• Learning Objective 2.1: Reinforcement• Learning Objective 2.2: Reinforcement• Learning Objective 3.1: Mastery• Learning Objective 3.2: Mastery	Evaluation scale 0-20	
Main Teaching methods used in the course Lecture, Interactive Lecture, Case Based Learning, Project-based learning, Coaching		
Contribution to the Environmental, social and governance (ESG) Course Contribution to ESG: Yes Contact Hours are dedicated to ESG: 8 Contact Hours containing climate solutions for how organisations can reach net zero: 0 Description of contribution: Marketing is all about creating value. Students will learn how to create sustainable value for the planet, people and prosperity. Throughout the course, a considerable attention will be paid to responsible marketing. Students will have to develop the strategic marketing plan for a new product or service that contributes to one or more Sustainable Development Goals.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

***PLO - Programme Learning Objectives are available on the curriculum page

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Assessment methodology / Learners Use of Time and Load

Assignment one: Individual Written Assignment

- weight 40%
- workload estimated = 40 hours
- due 27-03-2025
- Guidelines: Students will receive a case study with questions related to the theory. The individual paper should be about 5 pages long, font size 12.

Assignment two: Group assignment

- weight 60%
- workload estimated = 20 hours
- due 27-03-2025
- Guidelines: The group assignment will be evaluated based on a 15-minute presentation of the marketing plan for a product or service that contributes to a more sustainable world.

Readings

Required

- Kotler, P., Keller, K., & Chernev, A. (2021). Marketing management 16th edition. Prentice Hall.
- Gupta, Sunil. "Marketing Reading: Segmentation and Targeting." Core Curriculum Readings Series. Boston: Harvard Business Publishing 8219, 2014
- Almquist, E., Senior, J., & Bloch, N. (2016). The elements of value. Harvard business review, 94(9), 47-53
- Vila, O., Bharadwaj, S., Morgan, N., & Mitra, S. (2020). Is your marketing organization ready for what's next. Harvard Business Review, 98(12), 104-113
- Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. Harvard business review, 88(1/2), 94-101.
- Hanssens, D. M., & Pauwels, K. H. (2016). Demonstrating the value of marketing. Journal of marketing, 80(6), 173-190.

Recommended

- Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons. Roland, T. R., Moorman, C., & Bhalla, G. (2013). HBR's 10 Must Reads On Strategic Marketing.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. Journal of Marketing, 83(3), 22-49.

Other Learning Materials

- Gupta, Sunil. "Marketing Reading: Segmentation and Targeting." Core Curriculum Readings Series. Boston: Harvard Business Publishing 8219, 2014
- Vila, O., Bharadwaj, S., Morgan, N., & Mitra, S. (2020). Is your marketing organization ready for what's next. Harvard Business Review, 98(12), 104-113
- Almquist, Eric, Jamie Cleghorn, and Lori Sherer. "The B2B elements of value." Harvard Business Review 96.3 (2018): 18.

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